THE WISCONSIN ARCHITECT

THE OFFICIAL PUBLICATION OF
THE STATE ASSOCIATION OF WISCONSIN ARCHITECTS
WISCONSIN CHAPTER OF THE AMERICAN INSTITUTE OF ARCHITECTS
BUILDING CONGRESS OF WISCONSIN

Fourth Annual Convention

District News

P. W. A. Rejections

Incompatibility

Our Small House Problem

Vol. 3 October, 1935 No. 10

Fourth Annual Convention

of the

STATE ASSOCIATION

of

WISCONSIN ARCHITECTS

to be held in Madison at the

Mechanical Engineering Building
University of Wisconsin

OCTOBER 19, 1935

REGISTRATION

Registration begins at 9:00 A. M.

MORNING SESSION

1. 9:45 A. M. Convention called to order
2. Address of welcome by Mayor Law
3. The President's Address to the Fourth Convention
4. Annual report of the Board of Directors, prepared by the Secretary
5. Annual report of the Treasurer
6. Reading of reports of Standing and Special committees
7. New business
8. Election of eight Directors at large
9. Adjournment at 12:30 for lunch in the Mechanical Engineering Building

FOOTBALL

WISCONSIN VS. MICHIGAN — 2 P. M.

EVENING SESSION

TOASTMASTER: Prof. C. E. COOL, U. of W.

1. 5:30 assembly at *Loraine Hotel*
2. 6:30 Banquet in Pompeiian Room
3. The P.W.A., through Colonel Horatio B. Hackett, has arranged for a special speaker with a definite message for Wisconsin Architects.
4. A special musical program has been prepared and should be most interesting.

Fifth District News

The tenth meeting of the Fifth District of the State Association of Wisconsin Architects was called to order by the President, Rudolph R. Jahn, in the Grand Hotel at Sheboygan.

There were nine members present and one visitor.

The minutes of the previous meeting at Manitowoc, May 8th, were read and approved.

Committee reports were called for by the President.

Frederick Raeuber raised the question of enforcement of the regulation which requires an Architect for work on a building of more than 50,000 cu. ft. in cases where minor alterations are involved.

Frank Stepnoski led the discussion on the question of Standard fees and contract forms, stating that in his experience the Architect who cuts his fee to get a contract loses the respect of the owner.

Copies of the Schedule of the Minimum Charges, Professional fees, Owners' and Architects' Agreement, and Rules of Professional Practice of the Madison Chapter of the State Association of Wisconsin Architects, as published in the Wisconsin Architect for September 1934, were distributed.

On motion by Edgar Stubenrauch and seconded by Frederick Raeuber it was decided that each member was to study this contract form and be prepared for discussion at the next meeting.

Discussion followed regarding the enforcement by the State Association of standard fees upon those who now make a practice of cutting fees in professional practice.

The following officers were elected for the next year:
President—Wm. J. Raeuber of Manitowoc
Vice President—F. J. Stepnoski of Fond du Lac
Sec. & Treasurer—Frederick W. Raeuber of Manitowoc
Directors at Large—Rudolph R. Jahn of Sheboygan
Wallace Brown of Oshkosh

It was moved and seconded that the next meeting be held in Two Rivers or Fond du Lac.

FREDERICK C. STEINHAUS, *Secretary.*

Seventh District Holds Annual Meeting

The seventh district held its annual meeting in the auditorium of the Builders Club on the evening of September 20, 1935, with a good attendance.

The following officers and directors were elected for 1935-36: Arthur H. Kienappel, President; Urban Peacock, First Vice President; William Ames, Second Vice President; Albert Keyman, Treasurer; Fred Wegner, Secretary; Herman Buemming and Arthur Seidenschwartz, Directors.

Football

In the program of the fourth annual convention printed on page two, we find a pleasing innovation. The usual pilgrimage to an industrial plant or a sightseeing tour has been replaced by one to a football game.

On Saturday afternoon, October 19, at 2:00 P. M. the University of Michigan, an old rival of our own University of Wisconsin, will give our boys a Michigan sample of the game.

Our hosts, the architects of the sixth district, have made arrangements with the university so that all who attend the game will be together. Cards were sent to all members by the state secretary.

We will meet you at Camp Randall at 2:00 P. M.

P. S. Come prepared for any kind of weather.

P. W. A. Rejections

The many rejections of P. W. A. applications, submitted after thorough study and costly preparation, prompted the Secretary of the Institute to address the following telegram to President Roosevelt:

"Believing in the basic principles of PWA procedure The American Institute of Architects deplores the widespread rejection of sound and useful projects prepared in accordance with recommended and approved methods. Time and money advanced in the preparation of plans for worthy projects are thereby lost and technical and skilled and clerical workers in the construction field are deprived of opportunity for normal employment. You are strongly urged to correct the injustice of withdrawing the helping hand once extended to this class of workers."

A reply, through the National Emergency Council, was received, as follows:

"The President has instructed this office to acknowledge your telegram of September 20, urging that those projects over which the Public Works Administration has jurisdiction be approved for inclusion in the Works Relief Program.

At conferences recently held, it was determined that applications now on file with the Public Works Administration will be re-examined by that agency. They will be reviewed in the light of certain requirements designed to achieve the objectives of the Works Relief Program. Those projects meeting necessary requirements will be approved.

It is hoped that the projects in which you are interested will meet with these requirements.

The interest which prompted you to telegraph the President concerning this matter is appreciated."

This response is gratifying. It would indicate a reconsideration, and final approval of many useful projects to which much study has been given by architects.

—SEPT. OCTAGON, A. I. A.

Harold VanBuren Magonigle, F. A. I. A., New York architect, died suddenly on August 29 while visiting friends in Vergennes, Vermont. In recent years Mr. Magonigle was constantly in the country's architectural eye through his criticisms appearing monthly in "Pencil Points." He was born in New Jersey in 1867. Studied architecture in the offices of C. C. Haight, McKim, Mead & White, and Rotch & Tilton until 1894. He was the winner of gold medals and traveling scholarships. He was architect of McKinley Memorial, Canton, Ohio and first prize winner in the Watergate Competition in memory of Robert Fulton. He was architect of Liberty Memorial, Kansas City, and United States Embassy and Consulate at Tokyo. In 1931 he was made Doctor of Architecture by the University of Nebraska.

ON JOHN ABEL, ARCHITECT SARNSFIELD, 1694

This craggy stone a covering is for an architector's bed
That lofty buildings raised high, yet now lies low his head.
His line and rule, so death concludes, are locked up in stone,
Build they that list or they that wist for he can build no more.
His house of clay could hold no longer,
May heaven's joy build him a stronger.

THE WISCONSIN ARCHITECT

Official Publication

The State Association of Wisconsin Architects

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The Building Congress of Wisconsin

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Wisconsin Chapter, The American Institute of Architects

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Incompatibility

There is a curious and disturbing meeting of opposite currents in the present situation with regard to low-cost housing. On one side we are trying to build, at an acceptable rental, decent habitations with at least a minimum of the amenities of life. On the other hand, we as a people have more or less suddenly become gadget-conscious, and are more and more coming to count real luxuries as mere necessities. The tenant whose income is necessarily limited may be required to forego some of the comforts which have come to be considered essential in higher-rental apartments, such as unlimited hot water on tap, every modern kitchen gadget, and every room sizzling hot even if it is zero temperature outside. In a word, as we approach the possibility of bringing within the grasp of low-income groups a long-sought goal, that goal is snatched from our grasp by being suddenly enlarged and made more difficult of attainment than before.—From "The Editor's Diary," *Architecture.*

Public Information

The planned efforts of the Chicago Chapter, A. I. A., Public Information Committee under the chairmanship of Col. F. Charles Starr, deserve the attention of the profession in the Middle West. Following the resolution passed at the Milwaukee A. I. A. Convention, these efforts are made, not in the interest of any one group or society, but rather for all worthy and competent architects.

The committee's work is subdivided as follows. It supplies to the "Chicago Tribune" and "Herald and Examiner" articles on the small house and other subjects of architectural import. It conducts a question and answer column on architectural matters appearing in the Saturday "Chicago Daily News." The Committee assigns these questions for answers to an architect whose studies or practice mark him as best qualified to answer. Answers that the "News" does not print are forwarded by mail.

The Illinois Society's Public Information Committee cooperates to the full with the Chapter's Committee whose interesting plan is above outlined.

New Burner Units Now in Production

The National-Williams Oil-O-Matic Boiler-Burner Units are now in full production at the plant of the National Radiator Corporation, Johnstown, Pennsylvania, and deliveries are being made from that point and the company's various centrally-located warehouses, according to an announcement just issued by the National Radiator Corporation.

The American Radiator Company announces the start of production on an oil-burning boiler engineered for the smaller home.

The Heil Company's latest model, the Heil Combustion Boiler-Burner Unit, is pictured in an advertisement in this issue of *The Wisconsin Architect.*

The September issue made mention of the first Milwaukee installation of the new Quiet May Steam Air Conditioning unit. The installation was handled by May Oil Burner Sales Corporation, Milwaukee.

Our Small House Problem

By Leigh Hunt

It is an old story but bears repeating. Some weeks ago a Milwaukee architect prepared plans and a perspective of a small house. A picture and details were published in a Sunday newspaper. The cost was given as $6900. This figure was obtained from estimates furnished by reliable contractors, and it includes the architect's fee.

Some days after the plans were published a prospective client called on the architect with this story: A builder has asked him for an interview to discuss a scheme of building that would "save him money." After a lengthy description of his scheme he produced a clipping of the architect's plans and stated that he would build the exact same house for $5900.

This $1000 saving could be made, according to the builder, by eliminating the expense of employing an architect, also because of the skill and efficiency of his organization, and particularly as a result of his tremendous buying power, due to the many homes he built each year.

The architect went into the matter of cost in detail with the client, and, in this case, convinced him of the lack of truth in the builder's statements.

If the builder were called upon to prepare complete working drawings, including details and specifications so prepared that the client could be shown competitive bids, he would not have been interested in the project. He knows very well that you get only what you pay for.

Every building project is, after all, a labor problem. Materials are mined, made in factories, put together on the site. In every case labor must be paid for the work, from raw materials to finished structure.

With the unsound competition in the construction industry, contractors tell us they are fortunate if they can break even. Substandard wages are being paid, we are told. This lowers standards and ruins competition in the industry. Standard wages, if fair, will do much toward helping the owner get his dollar's worth.

The speculative builder submits floor plans and elevations and pictures prepared by draughtsmen. He outlines the type of house the owner will get for a given sum of money, and he tells the owner that the proper and best-quality materials will be used, materials that will give long life and low upkeep.

Does Mr. Owner buy a house that will give him years of use? He thinks so. He pays little attention to the construction, assuming that the house is properly designed and that sagging, settlement and cracks will not occur. What assurance has the owner that he is getting good materials and workmanship without the proper supervision of an architect? None, of course. Time teaches him his mistake when it is too late to make changes.

A campaign should be started in Wisconsin to get the facts before the man who has never built before, so that he may know the true value of complete architectural services. The OCTAGON, published by the A. I. A., outlines the work of architects of Buffalo, N. Y., in this connection. We reprint the article:

Buffalo Small House Bureau

The OCTAGON has received the circular of information regarding the Buffalo Small House Bureau of the

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Better Housing Committee. The Committee responsible for the preparation of this circular are to be commended for their clear and concise statement of the building problems of the small home owner and the suggested remedies.

The paragraphs included in the circular are briefed as follows:

Building owners have not secured full value for their money; Architectural services have always been available; Standard form of architectural services outlined; An alternate plan offered for small homes; Small House Bureau service outlined; No charge for consultation; A Protection for the Home Owner; Complete Service only; Services furnished to owners desiring assistance in modernization; Free consultation; Fancy trimmings have fooled the buyer; Owner fails to appreciate real cause of *High Maintenance Cost and Low Re-sale* value; Lending agencies misled; Poor construction and improper materials hurt resale value; Can the Building owner be protected from rapid depreciation and obsolescence?; Government encouraging new building; Will the billions of dollars loaned for new homes be safely invested?; Can such investments be made more safe?; Architects study problems and establish Small House Bureau.

The OCTAGON feels that this circular would be most useful to the Chapters considering the formation of similar organizations. Copies may be obtained by addressing the Buffalo Small House Bureau of the Better Housing Committee, One Niagara Square, Buffalo, N. Y.

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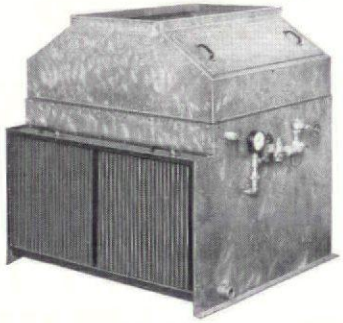

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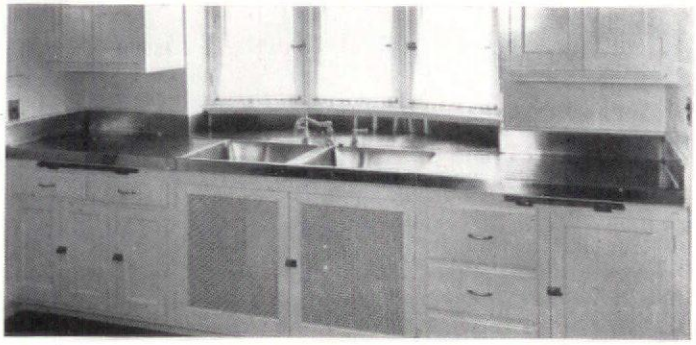

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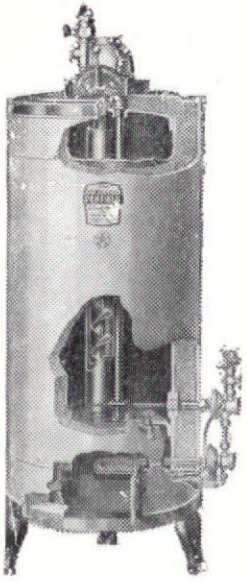

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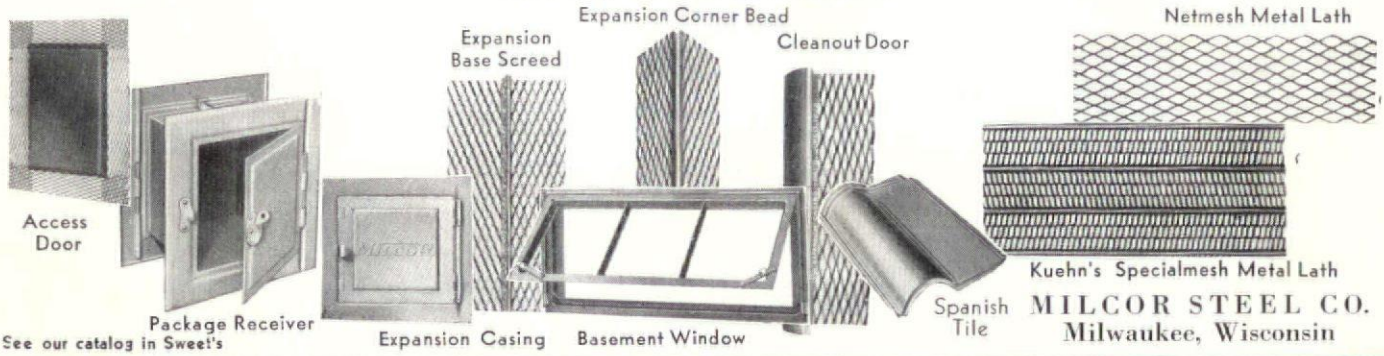

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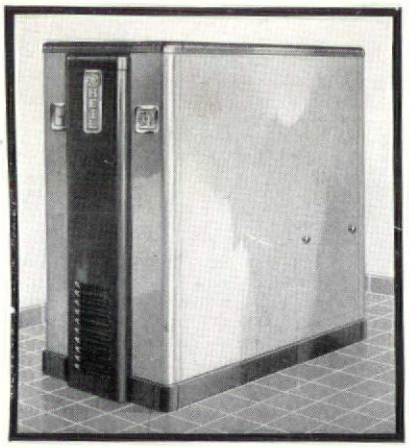

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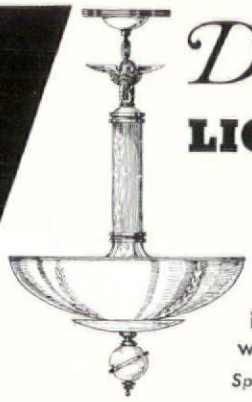

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